



Sample Editorial

1997 Economic Census
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Return Your Economic Census – A Timely Decision

When most of us hear, “I’m from the government and I’m here to help you,” we think it’s time to chuckle and say, “sure...of course...”

But this time the Feds are serious. We’re talking about the 1997 Economic Census from the U.S. Census Bureau. If your company received a census form and didn’t send it back by the February 12 deadline, you should do it today. Why? Because they need your input to develop a clear and accurate profile of our economy. It’s so important that its required by law.

In today’s changing economy, timely and relevant facts and figures are essential for sound business and government decision making. In fact, the 1997 Economic Census is going to give us a brand new picture of the American economy. So many new types of firms have emerged in a broad range of sectors – financial services, health care, technology – that it’s been necessary to classify firms in new and different ways. This census will provide the first look at data collected this way.

With these changes in mind, it’s easy to see why the Census Bureau needs everyone’s completed form returned as quickly as possible. Remember, too, that timeliness is a two-way street. The sooner you return your form, the sooner they can develop the information that the country and your business needs.

Once the 1997 Economic Census data are collected, the Census Bureau will put all of these statistics on the Internet. This means that everyone – businesses, communities, universities, and individuals – can get the data quickly and easily.

So if your company has not returned the 1997 Economic Census form, do it now. The rest of us are waiting for you.

Making Sure Business Is Counted